

Commentary and  
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Commentary NO MORE Campaign publicly launched in the year 2013 as a national public awareness and engagement campaign that aims to put an end to domestic violence and sexual assault (UK Says NO MORE, 2017).

The campaign's founders set out to create an effective, visual approach to express support for ending domestic violence and sexual assault using its signature blue symbol to increase visibility and cultivate a more prominent discourse (NOMORE, 2017). This campaign is a project by NEO Philanthropy, an open philanthropy that is profoundly devoted to social justice and human rights (NEO Philanthropy, 2017).

NO MORE's central goal is to unite and empower a diverse, global community to help end domestic violence and sexual assault. It has brought together the biggest coalition of advocacy organisations, service providers, governmental agencies, major corporations, universities, communities and individuals, all under a common brand and a unifying symbol in support of a world free of violence (NO MORE, 2017). The campaign is committed to getting the issues of domestic violence and sexual assault out of the shadows and empowering everybody from varying backgrounds to be part of the solution by creating public awareness campaigns, providing tools and resources for anti-violence organisations and sparking national and international activism (NO MORE, 2017). NO MORE is likewise bolstered by nearly 1000 allied groups and organisations, as well as hundreds of student groups.

Additionally, there are more than 30 state, city and country-led campaigns that are run independently of the national NO MORE movement. The campaign inspires cultural change and advances societal development (NO MORE, 2017).

NO MORE have also been doing distinctive campaigns such as Domestic Violence Awareness Month, Sexual Assault Awareness Month (SAAM), and NO MORE Week. Besides that, NO MORE offers bystander training programs to educate the public on the distinctive indications of abuse by voicing out to cease the silence around domestic violence and sexual assault in workplaces, schools, homes, and communities (NO MORE, 2017). Critiques of the Campaign: – I. Target Audiences Since the NO MORE Campaign is a social movement that focuses on domestic violence and sexual assault, it is considered widely spread. Domestic violence and sexual assault can occur anywhere and to anyone.

Majority of the public can easily relate to the campaign, therefore NO MORE can join forces with people who are into human rights, gender equality, domestic violence, sexual assault, as well as abuse in a whole. NO MORE is aware that at least 1 in 3 women ages 18 to 34 have been sexually harassed at work. 71% of those women said they did not report it (Ahn & Ruiz, 2015). Besides that, approximately 1 in 3 teens experience sexual or physical abuse or threats from a boyfriend or girlfriend in one year (Liz Claiborne Inc & Family Violence Prevention Fund, 2009).

In a research, it is shown that women in male-dominated occupations, especially those in male-dominated work contexts, are sexually harassed more than women in balanced or in female-dominated ones. (Berdahl, JL. 2007) According to the Centers for Disease Control and Prevention (2011), on an average, 24 people per minute are survivors of rape, physical violence or stalking by an intimate partner in the United States, which makes more than 12 million both women and men over the course of a year. People are often <https://assignbuster.com/commentary-and-cultivate-a-more-prominent-discourse-no/>

motivated by a sense of injustice, which elicits strong emotional responses, such as anger, indignation, fear, or compassion (Polletta and Amenta, 2001, p. 305). Therefore, this shows the seriousness of this issues and why the campaign wants to put an end to it. NOMORE openly supports all campaigns and organisations that stresses on these issues. NO MORE wants to hear stories from individuals of a different background that are currently experiencing or have past experiences with domestic violence and/or sexual assault.

This social movement is to help others who are going through the same or similar suffering to stand up for themselves and not keep it to themselves. In my opinion, although NO MORE understands that both male and female of different backgrounds can experience domestic violence and/or sexual assault, I feel that the campaign should be fair in sharing the word. men and women are experiencing unwanted sexual advances, and our preliminary indications are that men are suffering from these experiences just as much as women (Mary Larimer, 1999). However, the campaign mainly focuses on women and not so much on men, although they do touch on men being a victim as well.

II. Social Media One of the defining characteristics of the Internet age is that social media have become a powerful tool for developing activist campaigns (Fullam, 2016). Not only that, social media reaches public internationally, allowing citizens participation, and the freedom for the public to access. Most social movement groups spend majority of their time updating their social media accounts or conveying messages out to the public, because

the Internet have the possibilities for bypassing mass media gatekeepers, <https://assignbuster.com/commentary-and-cultivate-a-more-prominent-discourse-no/>

andsometimes even access traditional mass media, potentially enables bringinggovernment secrets to the public domain (Cammaerts, 2013).

According to Twitter (2018), NO MORE'sTwitter account, @NOMOREorg have a total of 59, 400 followers. NO MORE usestheir account to retweet hashtags, campaigns, and organisations that touches ondomestic violence and sexual assault. NO MORE also uses their own hashtag suchas #NOMORE, #NoMoreExcuses, #NoMoreSilence, and #NoMoreViolence. The hashtag#NoMoreWeek will be used during the NO MORE WEEK Campaign. NO MORE also showtheir support to hashtags like the most recent #TIMESUP and #MeToo campaign, because relational agency is belief in the effectiveness of collectiveaction as means to address oppressive conditions; it is an understanding of how'people power' can impact change even when individuals feel powerless alone (Fullam, 2016). NO MORE's Facebook page have a total of82, 425 likes and a total of 79, 556 follows (Facebook, 2018). NO MOREconstantly keep their page updated by sharing articles or news on domesticviolence and sexual assault. Comparing to Twitter, it is much harder to trackif there are people who are talking about NO MORE Campaign.

However, thecampaign still chooses to use Facebook as a platform to reach out to the publicwho uses Facebook more often as compared to Twitter or public who does not havea Twitter account. Therefore, social media activism differs fromtraditional protest methods because it is faster, more diffuse andnon-hierarchal due to the use of social media (Fullam, 2016). NO MORE's Instagram have the leastfollowers comparing to Twitter and Facebook. Their Instagram account only havea total of 31, 046 followers (Instagram, 2018), although they constantly postupdates.

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Instagram does not have the same features as Twitter and Facebook in the context of retweeting and sharing of posts related to domestic violence and sexual assault. The disadvantage of Instagram is that they do allow reposting of images, however in order to repost a post, it is a must to download an additional application, which is very inconvenient. Moreover, it is difficult for NO MORE to track how many people are talking about their social movement unless a hashtag is involved. Despite it being harder to get their messages across through Instagram, several authors have argued for the benefits of moving humanitarian marketing communication to social media because social media enhance credibility (Curtis et al.

, 2010). III. Global Public Sphere From the case study, it is a known fact that the NO MORE Campaign is an open movement where the public have a free will of discussing their opinions on what the campaign addresses. The open spaces of global communication promise not unity, but an opportunity for meaningful dialogue and nurturance of the global public sphere (Lull, 2007, p. 169). NO MORE do not expect everyone to share the same preference on the issue, however, the campaign wants to express what they feel is not right towards both male and female in general. The campaign advertised themselves both online and offline.

NO MORE's PSA campaign was spearheaded by the Joyful Heart Foundation, one of the many championing organisations behind NO MORE movement, and was directed by actress and advocate Mariska Hargitay, the Joyful Heart's Founder and President, in her directorial debut. The PSA campaign has rolled out across the country in local and national markets in print, broadcast, online and outdoor advertising, in movie theatres across the <https://assignbuster.com/commentary-and-cultivate-a-more-prominent-discourse-no/>

country, in colleges and universities, and in major airports and medical facilities over the course of several years (Joyful Heart Foundation, 2016). Since the day the campaign started until today, NO MORE's advertisements have always been constant. The advertisements consist of only the same theme and background with a combined cast of over 75 individuals such as entertainers, athletes, government officials and advocates. Joyful Heart's NO MORE Excuses series offer a simple call to action: 'NO MORE excuses.

NO MORE silence. NO MORE violence.' (Joyful Heart Foundation, 2016). It also applies to the PSA videos that are posted and shared both offline and online.

According to McHale (2004, p. 156), when people watch videos, viewers feel as if they are witnesses, rather than just consumers of someone else's account. These videos serve as a form of witnessing that groups can use to build community among like-minded others, reveal suffering to those geographically distant and, in some instances, serve as legal evidence of human rights abuses (Gregory, 2006). Videos are particularly useful as a social change medium because the combination of audio and visual elements can humanize the message through multiple cues, thereby generating greater impact on audiences (McHale, 2004). In my opinion, the campaign will face a huge problem in a long run, if they do not make changes to the design of their advertisements as well as their PSA.

Keeping the consistency of the advertisements builds the identity of the campaign, however, if the campaign does not make any minor changes, the public will no longer be empowered by the advertisements. The public will

know exactly what to expect even before the advertisements are released, therefore the public will not be impacted. ' Global public sphere is built around the media communication system and Internet networks, particularly in the social spaces of the Web 2. 0, as exemplified by YouTube, MySpace, Facebook, and the growing blogosphere' (Castells, 2008). IV. Measuring Success In my opinion, success can be measured in many different ways, such as to how wide a campaign is in terms of being known nationally or globally, how many people the campaign has reached, the number of likes, retweets or shares as well as follows on their social media accounts and many more.

According to Baker, Murphy and Fisher (1988), project success is a subject of perception and it is considered to be an overall success if the project meets requirements such as technical performance specifications, mission to be performed. It also needs a high degree of satisfaction about the project results among the key people of the project team and the key users of the project effort. The total amount of views, likes, retweets or shares and favourites on social media can also determine how successful the movement is. The amount shows how far the message or the movement have reached worldwide.

The number of viewers on one of the NO MORE's Official Super Bowl 49 Ad - Listen: 60' hit 10 million views, whereas NO MORE's Official Super Bowl 50 Ad - ' Text Talk' video got 426, 709 views on YouTube (YouTube, 2018). The exact same ' Text Talk' video on Facebook hit 101, 000 views with a total of 2, 600 shares (Facebook, 2018). Using the TweetReach website by

UnionMetrics (2018), it is safe to say that @NOMOREORG on Twitter have <https://assignbuster.com/commentary-and-cultivate-a-more-prominent-discourse-no/>



reached a total of 217, 629 accounts (Refer to Figure 1 under the Appendix section). Besides that, some influential people helped to spread the word on NO MORE by tweeting or replying to the campaign, which gained few hundreds of retweets and likes on Twitter. Influential people such as Terry Crews, Marcia Gay Harden, AnnaLynne McCord, and some others tweeted on NO MORE that helped to reach a bigger public. Moreover, during the Sexual Assault Awareness Month in 2017, there was an NFL auction featuring Super Bowl LI autographed leather football signed by Lady Gaga. Funds raised from this bid will benefit NO MORE and their efforts to end domestic violence and sexual assault.

Lady Gaga herself is an outspoken sexual assault prevention advocate. According to the official NFL auction website, the auction has been ongoing for approximately a month and finally reach a closing bid of \$825 with a total of 18 participants (Refer to Figure 2). Conclusion From the whole case study, it is obvious that NO MORE campaign is a long-term movement to put an end to domestic violence and sexual assault. Although it is not known whether this campaign will make it bigger than it already is in the long run, however judging by the minor critiques that can be found from the movement, if the campaign does not further work on the minor issues, the movement might no longer be able to impact more people or even keep the remaining supporters.